

Mexico – Guadalajara

Global Youth Tobacco Survey (GYTS)

FACT SHEET



The Mexico – Guadalajara GYTS includes data on prevalence of cigarette and other tobacco use as well as information on five determinants of tobacco use: access/availability and price, environmental tobacco smoke exposure (ETS), cessation, media and advertising, and school curriculum. These determinants are components Mexico could include in a comprehensive tobacco control program.

The Mexico – Guadalajara GYTS was a school-based survey of students in Primero en secundaria, Segundo de secundaria, and Tercero de secundaria conducted in 2003.

A two-stage cluster sample design was used to produce representative data for all of Guadalajara. At the first stage, schools were selected with probability proportional to enrollment size. At the second stage, classes were randomly selected and all students in selected classes were eligible to participate. The school response rate was 96%, the student response rate was 91.4%, and the overall response rate was 87.8%. A total of 2,059 students participated in the Mexico – Guadalajara GYTS.

Prevalence

- 52.4% of students had ever smoked cigarettes (Boys = 52.2%, Girls = 51.4%)
- 22.9% currently use any tobacco product (Boys = 21.4%, Girls = 22.8%)
- 19.9% currently smoke cigarettes (Boys = 17.9%, Girls = 20.3%)
- 5.7% currently use other tobacco products (Boys = 6.1%, Girls = 4.6%)
- 28.1% of never smokers are likely to initiate smoking next year

Knowledge and Attitudes

- 19.8% think boys and 35.0% think girls who smoke have more friends
- 12.2% think boys and 29.2% think girls who smoke look more attractive

Access and Availability - Current Smokers

- 12.7% usually smoke at home
- 34.3% buy cigarettes in a store
- 65.3% who bought cigarettes in a store were NOT refused purchase because of their age

Environmental Tobacco Smoke

- 46.2% live in homes where others smoke in their presence
- 59.2% are around others who smoke in places outside their home
- 56.0% think smoking should be banned from public places
- 78.6% think smoke from others is harmful to them
- 43.1% have one or more parents who smoke
- 58.3% have most or all friends who smoke

Cessation - Current Smokers

- 52.7% want to stop smoking
- 62.0% tried to stop smoking during the past year
- 64.7% have ever received help to stop smoking

Media and Advertising

- 84.9% saw anti-smoking media messages, in the past 30 days
- 88.8% saw pro-cigarette ads on billboards, in the past 30 days
- 75.6% saw pro-cigarette ads in newspapers or magazines, in the past 30 days
- 12.5% have an object with a cigarette brand logo
- 10.3% were offered free cigarettes by a tobacco company representative

School

- 71.1% had been taught in class, during the past year, about the dangers of smoking
- 43.5% had discussed in class, during the past year, reasons why people their age smoke
- 65.2% had been taught in class, during the past year, the effects of tobacco use

Highlights

- 22.9% of students currently use any form of tobacco; 19.9% currently smoke cigarettes; 5.7% currently use some other form of tobacco.
- ETS exposure indicates that – almost half the students live in homes where others smoke in their presence and 60% are exposed to smoke around others outside of the home; almost 50% of the students have a parent who smokes; over half of the students have friends who smoke.
- Over 4 in 10 of the students have parents who smoke.
- More than 7 in 10 students think smoke from others is harmful to them.
- Half of the current smokers want to stop smoking.
- 10% of the students were offered a free cigarette by a tobacco company representative.
- Over 8 in 10 students saw anti-smoking media messages in the past 30 days; Over 8 in 10 students saw pro-cigarette ads in the past 30 days.